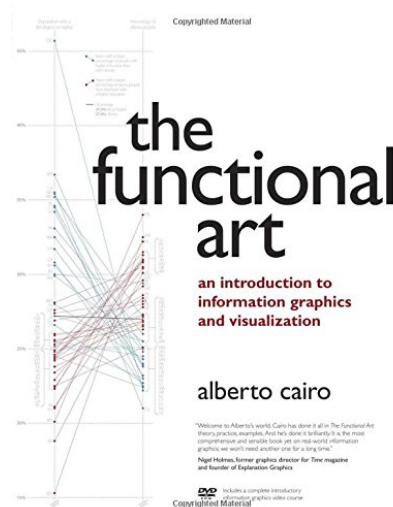


# Ebook The Functional Art: An introduction to information graphics and visualization (Voices That Matter) PDF



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Ebook The Functional Art: An introduction to information graphics and

visualization (Voices That Matter) by *by Alberto Cairo*

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**Unlike any time before in our lives, we have access to vast amounts of free information.**

With the right tools, we can start to make sense of all this data to see patterns and trends that would otherwise be invisible to us. By transforming numbers into graphical shapes, we allow readers to understand the stories those numbers hide. In this practical introduction to understanding and using information graphics, you'll learn how to use data visualizations as tools to see beyond lists of numbers and variables and achieve new insights into the complex world around us. Regardless of the kind of data you're working with—business, science, politics, sports, or even your own personal finances—this book will show you how to use statistical charts, maps, and explanation diagrams to spot the stories in the data and learn new things from it.

You'll also get to peek into the creative process of some of the world's most talented designers and visual journalists, including *Condé Nast Traveler's* John Grimwade, *National Geographic Magazine's* Fernando Baptista, *The New York Times's* Steve Duenes, *The Washington Post's* Hannah Fairfield, Hans Rosling of the Gapminder Foundation, Stanford's Geoff McGhee, and European superstars Moritz Stefaner, Jan Willem Tulp, Stefanie Posavec, and Gregor Aisch. The book also includes a DVD-ROM containing over 90 minutes of video lessons that expand on core concepts explained within the book and includes even more inspirational information graphics from the world's leading designers.

The first book to offer a broad, hands-on introduction to information graphics and visualization, *The Functional Art* reveals:

- Why data visualization should be thought of as “functional art” rather than fine art
- How to use color, type, and other graphic tools to make your information graphics more effective, not just better looking
- The science of how our brains perceive and remember information
- Best practices for creating interactive information graphics
- A comprehensive look at the creative process behind successful information graphics
- An extensive gallery of inspirational work from the world's top designers and visual artists

### On the DVD-ROM:

In this introductory video course on information graphics, Alberto Cairo goes into greater detail with even more visual examples of how to create effective information graphics that function as practical tools for aiding perception. You'll learn how to: incorporate basic design principles in your visualizations, create simple interfaces for interactive graphics, and choose the appropriate type of graphic forms for your data. Cairo also deconstructs successful information graphics from *The New York Times* and *National Geographic* magazine with sketches and images not shown in the book.

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This Ebook The Functional Art: An introduction to information graphics and visualization (Voices That Matter) book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of Ebook The Functional Art: An introduction to information graphics and visualization (Voices That Matter) without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry Ebook The Functional Art: An introduction to information graphics and visualization (Voices That Matter) can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This Ebook The Functional Art: An introduction to information graphics and visualization (Voices That Matter) having great arrangement in word and layout, so you will not really feel uninterested in reading.